Curriculum Vitae

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Education

2002-present London School of Economics
Reading for a PhD in Information Systems

1999-2001 London Business School
Master in Business Administration

1995 Universidade Tecnica de Lisboa
Postgraduate degree in European Studies

1990-1994 Universidade Nova de Lisboa
B.Sc in Economics

Employment

2002-present London School of Economics
Online tutor (WebCT)

- Delivers training to undergraduate students through online discussion fora and quizzes, and via e-mail

2002-present London School of Economics
Class Teacher

2001-2002 London Business School – Future Media Research Programme
Research Assistant

- Conducted research on consumer responses to new media.
- Projects: "Tales from the home frontier: Consumer response to the 'connected' home' "; "UK Consumer Responses to Interactive TV" www.idtvconsumers.com

2000-2001 Viant & London Business School, UK
Wireless Initiative
Research Fellow

- Conducted research on the impact of wireless technologies on the media and entertainment industry, with a special emphasis on identifying the most successful applications
- Developed case studies on the experiences of Japan and Finland

2000 Diamond Cluster, UK
Senior Associate

- Led team in preparing a "Market Overview document and acted as the key local contributor in negotiation with Portuguese partners
- Managed all aspects of a primary Market Research, from selecting the agency to monitoring the execution
- Formulated the recommended Entry Strategy
- Sole responsibility for writing sections of the actual UMTS license application document (bid book), namely "market overview", "market segmentation" and "competition analysis"

1996-1999 Lusomundo, licensee for Warner Bros., Walt Disney, Sony and other leading entertainment companies, Portugal
Contracts Manager

- Led team in organising and controlling all aspects of the copyright portfolio - $1 bn contracts
- Sole responsibility for preparation of internal and external financial and performance reports
- Led negotiations with EU authorities regarding all aspects of subsidy activities
- Designed and implemented an innovative database of intellectual property rights held by the company

1996 NetPoint Internet Café, Portugal
Co-Founder of the First Internet Café in Portugal

- Secured Venture Capital funding from Microsoft, Lexmark and others
- Managed all operational aspects of this venture, from marketing to implementation of control systems

1996 ICL Computer Systems, Portugal
Instructor

- Teaching of Investment Analysis

1995-1996 Science College of Lisbon, Portugal
Head of European Union Funding Department

- Successfully set up and managed a department of 18 people to optimize revenue to university from EU R&D funding, increasing cash inflows by 200%
- Managed allocation of vital R&D funding from EU to the Science College's 17 departments
- Sole responsibility for the Financial Reporting of EU subsidy applications
- Liaised regularly with the press and financing entities on all aspects of University financing

1994-1995 PriceWaterhouseCoopers, Portugal
Financial Auditing Analyst

- Research on performance and risk management of a leading Portuguese bank, a British bank, two multinational industrial corporations and a major Portuguese services company

1990 Laura Vicuna College, Portugal
Instructor

- Teaching of English as a Foreign Language

Research

a) Published Working Papers

"UK consumer responses to iDTV" with Karolina Brodin and Patrick Barwise (2002) www.idtvconsumers.com

"Cost-benefit analysis of Alqueva project" (1994)

b) Published non-technical articles

"Cost-benefit analysis of government spending", *Nova Economia*, 1994

Prizes and Grants:

2003-2006 Fundacao para a Ciencia e Tecnologia Scholarship
1990-1994 Fundacao Eugenio d'Almeida Scholarship

Presentations at Conferences:

Environment Workshop, Lisbon, Portugal, 1995

Other activities:

Prince's Trust, London, UK – Business Mentor